GOVERNMENT OF ANDHRA PRADESH

ABSTRACT

Agriculture & Cooperation (Horti) Dept., - Horticulture - Implementation of ZEBA Project – A Technology Intervention for Climate Resilience – Orders – Issued.

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AGRICULTURE AND COOPERATION (HORTI) DEPARTMENT

G.O.RT.No. 429 Dated: 13-06-2018

Read the following :-

From the Commissioner of Horticulture, A.P., Guntur Lr. No. ITDM & Publicity/12/2018, Dt. 09-04-2018.

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O R D E R :

The Commissioner of Horticulture, A.P., Guntur vide reference read above, has stated that M/s UPL Ltd., Mumbai has submitted a project proposal for treatment of 50,000 acres of Horticulture crops with a product named as ZEBA to reduce the adverse impact of water stress during long spell of non-rainy days as well as reduce the frequency of watering thereby reduction in the input cost/ Cost of cultivation.

2. The Commissioner of Horticulture, A.P., Guntur has further stated that the product being made of corn starch Zeba improves the soil health by adding organic carbon making it environmentally sustainable. The above company would like to participate with the Government of AP in taking this unique technology to the maximum number of AP farmers at the shortest time on a public private partnership mode. Further the Commissioner of Horticulture, has reported that they have informed to provide free Zeba stocks against every single acre treated by the Government (50% discount to farmers).

3. The features of Zeba furnished by M/s. UPL Ltd., Mumbai are as follows:

1. Made out of corn starch
2. Absorbs water 400x its body weight
3. 90% absorption potential reached in 1 Hr.
4. Releases water when plants are under moisture stress
5. Release of water takes place over a period of 12-15 days.
6. Water with all the solutes are absorbed and relased unaltered.
7. In the soil Zeba is capable of activity for 5 months
8. Granule formulation odourless& off white color
9. Shelf life two years under dry condition.

Project objectives:

1. To educate the farmers on the technology of Zeba, its benefits and flexibility of application.
2. To help the farmers adopt Zeba in their normal cultivation practice and integrate the technology to their existing irrigation methods.
3. To increase the yield of crop by using Zeba and help farmers understand how it rationalizes the use of fertilizer.
4. De-Risking agriculture in the water stressed districts of Andhra Pradesh.
5. To increase the net farm income by increasing the productivity and quality produce.

(PTO)

Project Stakeholders:

The Project will be having three major stakeholders.

1. The farmers
2. Govt. of Andhra Pradesh
3. UPL Ltd., Mumbai

Cost Sharing for ZEBA Project in AP

S. No.	Component	Total Cost in Lakhs	Govt. Share (Rs.in Lakhs)	UPL Share (Rs.in Lakhs)	Farmer Share (Rs.in Lakhs)
1.	ZEBA Product	1375	550.00	687.50	137.50
2.	ZEBA for Demo	2.75		2.75	
3.	UPL Field Staff	108		108	
4.	Training	10.00	5.00	5.00	
5.	Crop Show & Harvest Days	14.00		14.00	
6.	UPL AKC Call Centre	1.00		1.00	
7.	Documentation	10.00		10.00	
8.	Miscellaneous	5.00		5.00	
Total		**1525.75**	**555.00**	**833.25**	**137.50**

4. The Commissioner of Horticulture, A.P., Guntur has requested the Government to issue permission to implement the above scheme, since it is a new Technology Intervention proposed for Climate Resilience with an Financial Outlay of Rs.555.00 Lakhs by meeting the expenditure within the available Budget.

5. Government after careful examination herby accord permission to Commissioner of Horticulture, A.P., Guntur to implement the above scheme subject to meeting the expenditure within the available Budget provision in BE 2018-19 under the scheme Promotion of Horticultural Activities.

6. This orders issues with the concurrence of the Finance Department vide their U.O.Note.No.FIN-38027/81/FMU – (A&CACS)/2018 Dated 23.05.2018.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

CHIRANJIV CHOUDHARY
EX.OFFICIO SECRETARY TO GOVERNMENT (H&S)

To
The Commissioner of Horticulture, A.P., Guntur
Copy to:
The Finance (FMU– (A&CACS)) Dept.
The P.S to Min (Agri)
The P.S to E.O. Secy to Govt., (H&S)
Sf/Sc

//FORWARDED BY ORDER //

SECTION OFFICER